1995 NEGOTIATIONS

SATISFY BRAND 1995 OUTDOOR NEEDS WITH STANDOUT LOCATIONS PROVIDING A COMPETITIVE ADVANTAGE DUE TO QUALITY, COVERAGE AND PRICE

WHAT NEXT?

1. MORE THOROUGH ANALYSIS OF CURRENT INVENTORY USING INPUT FROM MARKET SPECIALISTS/PM MEDIA/ADOPT-A-MARKET

2. START OPEN NEGOTIATION PROCESS EARLIER...NOW!

3. COMPARE PRICES THROUGH ALL AVAILABLE MEANS

4. BULLETINS: BE PREPARED TO BUY IN "STAGES"

5. 30-SHEET: SEEK LOCATION-SPECIFIC PROPOSALS EXCEEDING LIKELY BRAND NEEDS; EVALUATE QUALITY, COVERAGE, PRICE

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Source: https://www.industrydocuments.ucsf.edu/docs/qjjn0004

PHILIP MORRIS - 1995 OUTDOOR NEGOTIATIONS

TRADING AREA:_____

	BULLETINS								30/8/TRANSIT					TOTAL
	#		MO. R/F		$(000)					GROSS	GROSS			
SUB MARKETS	MP	CP	MP	CP	MP	CP	TOTAL		TYPE	MONTHS	SHOWING	CPM	$000	$000

MAJOR VENDORS	BULLETINS						30/8/TRANSIT					TOTAL $000
	# IN POOLS	$000 TOTAL	GRADE PERFORMANCE					GRADE PERFORMANCE				
			SERVICE	PRICING	COMPET	COMM	$000	SVC	PRICING	COMP	COMM	

Explain any grades of "C" or worse below with a brief description of problems:

PLANT	PLANT SERVICING PROBLEMS: 1994

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List any sub-market in this trading areas we currently do not buy but which you believe should be added, explain why please.

What non-bulletin vendors do we not buy currently but should seriously consider in 1995? Why?

What changes, if any, should be made in this trading area (# Units, Dispersion, Spectaculars, Non-Bulletin suggestions, etc.)

OMS Opinion:

Adopt-A-Market Opinion:

OOHCHT DOC

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